Course title: Customer Relationship Management (CRM)

Instructor: Dr. Nanos Ioannis**,** Assistant Professor

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Semester: Spring

ECTS: 6

Workload during semester: 150 hours

Course overview

The course aims at providing students with sound theoretical knowledge, in order to understand and evaluate customer relationship management and its importance in modern enterprises, as well as with practical skills, in order to use customer relationship management systems and incorporate-align them into business strategy and marketing processes.

Course outline per week

1st week: Introduction to the course, aims, objectives, course outline

2nd week: Customer journey, definition and role of CRM

3rd week: CRM types-categories

4th week: Customer relationship management systems: capabilities, features-characteristics, modules

5th week: Implementation-adoption of a CRM system

6th week: Evaluation of CRM systems, metrics-KPIs

7th week: Trends and challenges in CRM systems

8th week: Using a CRM system (lab), part1

9th week: Using a CRM system (lab), part2

10th week: Using a CRM system (lab), part3

11th week: Using a CRM system (lab), part4

12th week: Presentations of assignments-student reports

13rd week: Conclusions, evaluation of the course, guidelines for the exams

Capabilities developed in the course

Capability 1: Disciplinary Knowledge and Practice
Capability 2: Critical Thinking
Capability 3: Solution Seeking
Capability 4: Communication and Engagement
Capability 5: Use of modern information systems

Learning outcomes:

Students are expected to:

- Explain the role and importance of CRM into a company/organization
- Identify the various CRM types-categories
- Understand how a CRM system is implemented in a company/organization
- Evaluate CRM systems and set criteria for their selection
- Recognize and critically assess trends and challenges in CRM
- Use a real CRM system

Assessment methods

- Group assignment and presentation: 20%
- Exams: 80%

NOTE: A student's assessed work may be reviewed for potential plagiarism or other forms of academic misconduct.

Delivery mode

- Lectures
- Practical training in computer lab

NOTE: The recording of any class on a personal device requires the permission of the instructor

Learning resources

- Course material, ppt presentations, exercises
- Digital platforms: Moodle

Reading list

- Customer Relationship Management: Concept, Strategy, and Tools, 3rd edition, V. Kumar, Werner Reinartz
- CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers
- The Definitive Guide to Social CRM: Maximizing Customer Relationships with Social Media to Gain Market Insights, Customers, and Profits (FT Press Operations Management) 1st Edition
- Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service
- The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers

Selected articles from the following journals:

- International Journal of Customer Relationship Marketing and Management (IJCRMM), IGI GLOBAL .
- International Journal of Electronic Customer Relationship Management (IJECRM), Inderscience Publishers.
- International Journal of Electronic Business, Inderscience Publishers.